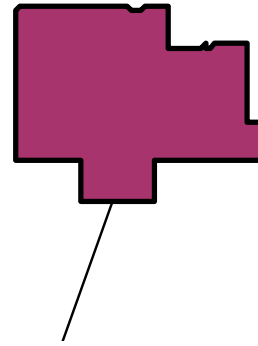
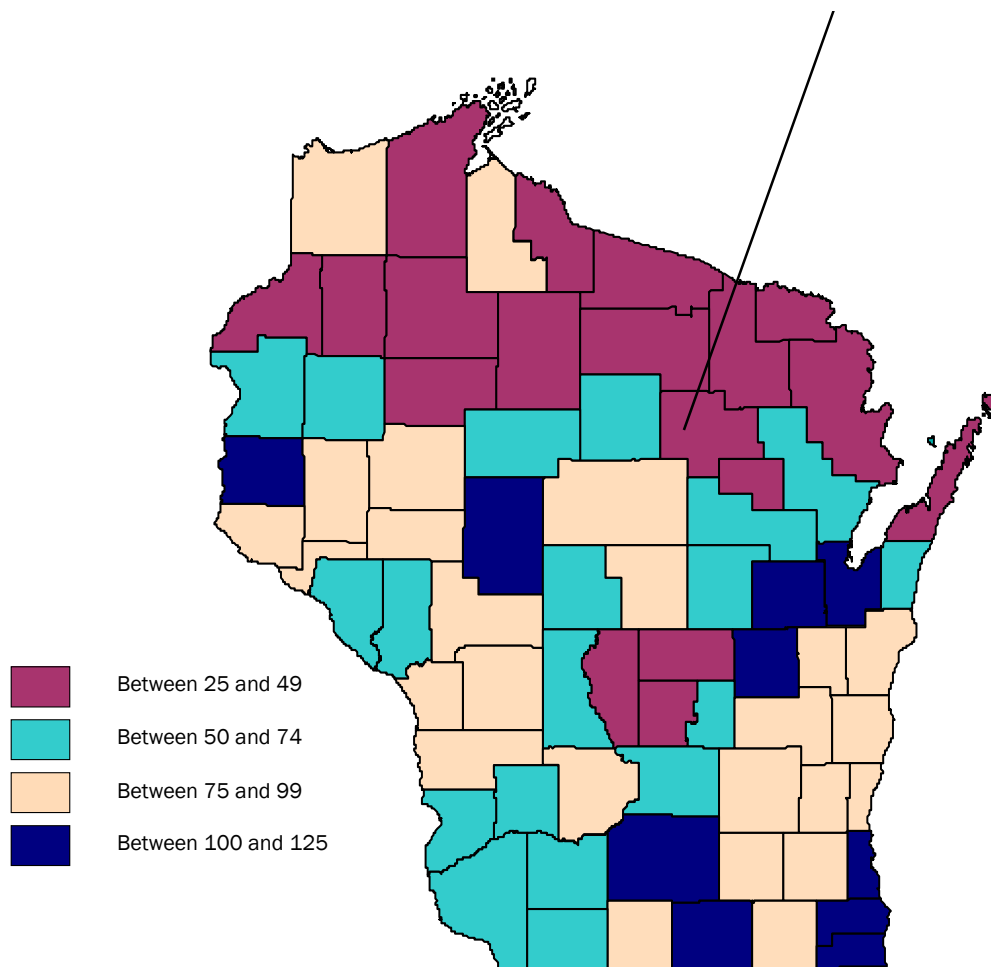


Langlade County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

Population trends affect the supply of workers, the ability to attract employers and the demand for goods and services. Langlade County added roughly 487 people or 2.3 percent to its population between the April 2000 Census and the January 2004 population estimates. Together, Rolling, Wolf River and Norwood accounted for

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,704	5,532,000	168,296	3.1%
Langlade County	20,740	21,227	487	2.3%
Largest Municipalities				
Antigo, City	8,560	8,586	26	0.3%
Rolling, Town	1,452	1,527	75	5.2%
Antigo, Town	1,487	1,525	38	2.6%
Elcho, Town	1,317	1,353	36	2.7%
Neva, Town	994	1,027	33	3.3%
Polar, Town	995	988	-7	-0.7%
Norwood, Town	918	972	54	5.9%
Wolf River, Town	856	927	71	8.3%
Upham, Town	689	708	19	2.8%
Ainsworth, Town	571	596	25	4.4%

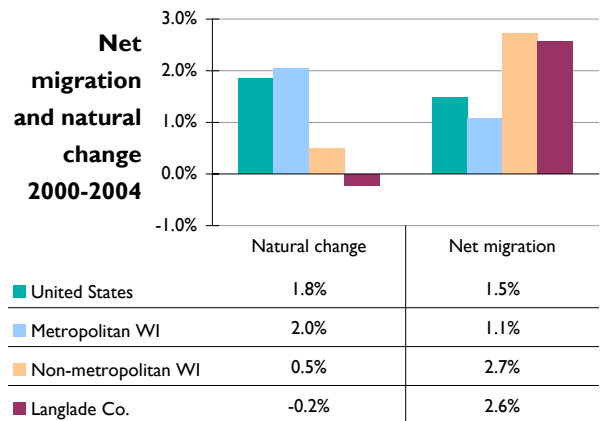
Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

16 percent of the county's population and 41 percent of the county's population growth.

The character of the county's population growth merits closer examination. Langlade County experienced more deaths than births, so all of its population gain was attributable to net migration (more people moved in than moved out). Wisconsin demographers project that the excess of deaths over births will triple by 2030 and that net migration between 2025 and 2030 will be 202 people, or 62 percent less than it will be between 2000 and 2005.

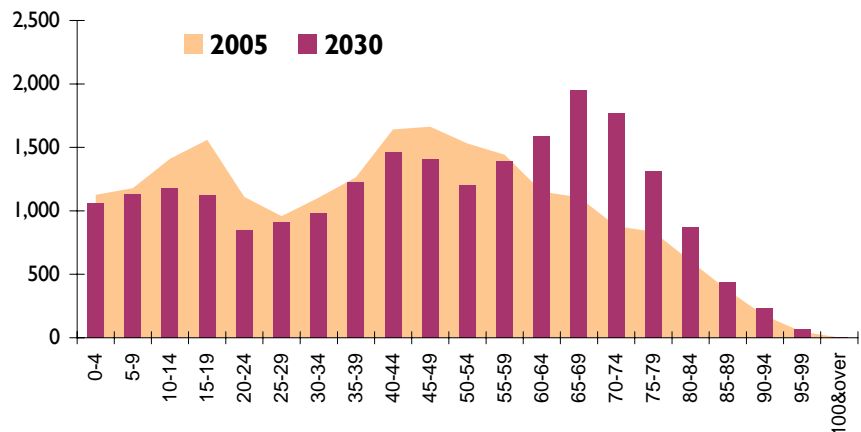
The graph to the right contrasts the age demographics of 2005 (the lighter area) with the age demographics projected for 2030 (the darker bars). Every age group under 55 years old is projected to be smaller in 2030 than in 2005. The

age groups with members 55 or more years old will grow from 6,617 people (31% of total population) to 9,614 people (43% of total population). The overall population will grow less than 5 percent while the 55-and-over population grows over 45 percent. In the year 2005, Langlade County will have 83 residents aged 25 to 29 for every 100 residents aged 60 to 64; by 2030 that number will fall to 57. In 2005, projections suggest that 4,149 county residents will be aged 5 to 19 (approximately primary and secondary school ages). By 2030, this number will fall by 17 percent to 3,432. Together these trends could generate pressure to change funding or spending for social services or education. Such changes can further affect the number of qualified workers available to replace retiring workers.



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Langlade County



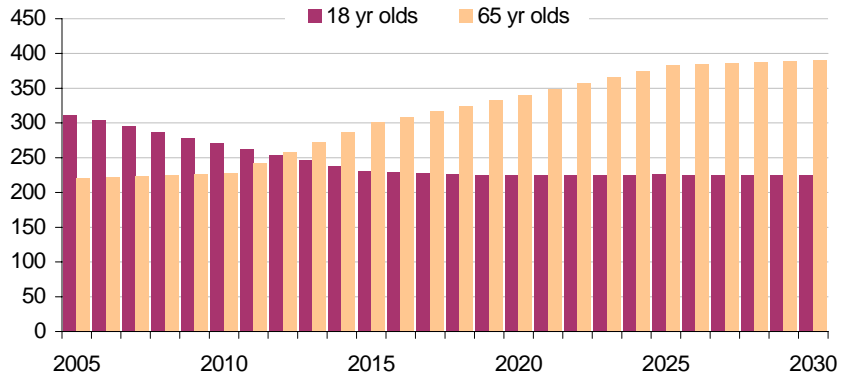
Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

The graph to the right shows how many people will turn 18 each year and how many people will turn 65 each year. Some workers will start their careers later than the age of 18 and some will leave the labor market before reaching 65, but these can be rough proxies for people entering the labor market and people leaving the labor market. Between 2005 and 2030, the number of residents turning 18 each year shrinks from roughly 312 to 225; meanwhile the number of residents turning 65 each year grows from 221 to 390. This has serious implications for any establishment whose customer base or employee pool includes significant numbers of baby-boomers.

The baby boom (1946 to 1964) was dominated by white, non-Hispanic children. Subsequent increases in national birth rates relied heavily on Hispanic and non-white parents. The graph below shows that even compared to homogeneous Wisconsin, Langlade County lacks the robust diversity that can help drive labor force growth. For reasons beyond the scope of this profile, the labor force participation rate (the frequency with which people work and look for work) tends to be higher among Hispanic and non-white populations than it is among white non-Hispanic populations.

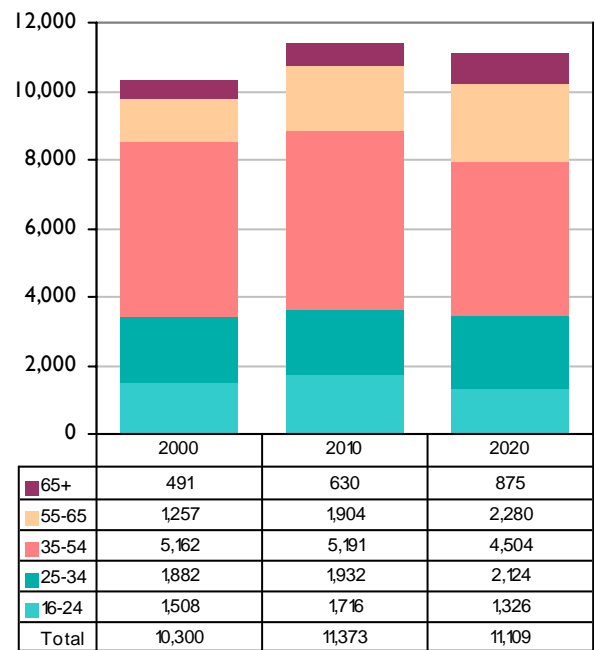
Convergence of 18 & 65 year old population in Langlade County



Source: WI Dept. of Administration, Demographic Services

Below, the Labor Force Projections by Age graph is based on current participation in Dane County with adjustments in each age group based on national projections. The county's older cohorts are more white and non-Hispanic, so their participation rates may be below national levels. From 1990 to 2000, the labor force grew 4 percent. Between 2000 and 2010, it will grow about 11 percent. In the following decade (2010 to 2020) it will shrink slightly. Even changes much milder than predicted could constrain job growth.

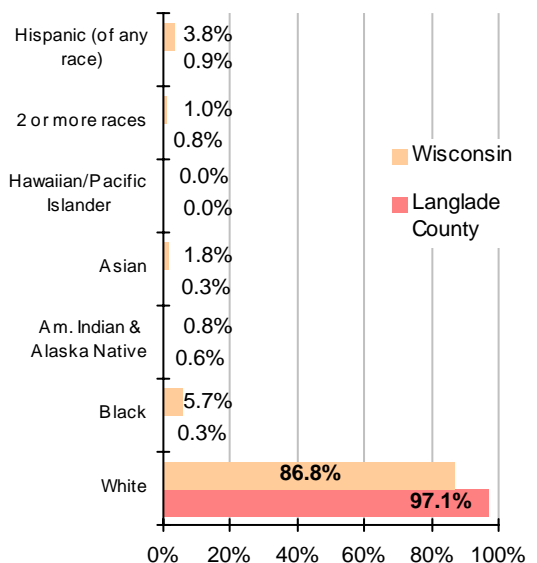
Langlade County Labor Force Projections by Age



Decade change	4.4%	10.9%	-1.8%
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Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution

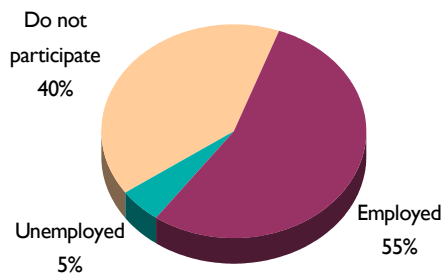


Source: U.S. Census Population Characteristics Estimates, 2002

Current Labor Force

The participation rate is the share of the 16-and-over population that is employed or unemployed. In 2003, the national participation rate was 66.3 percent and Wisconsin's was 72.9 percent. In Langlade County, the participation rate of 60 percent indicates that 40 percent of the population 16 years or older did not participate in the labor force by working or seeking

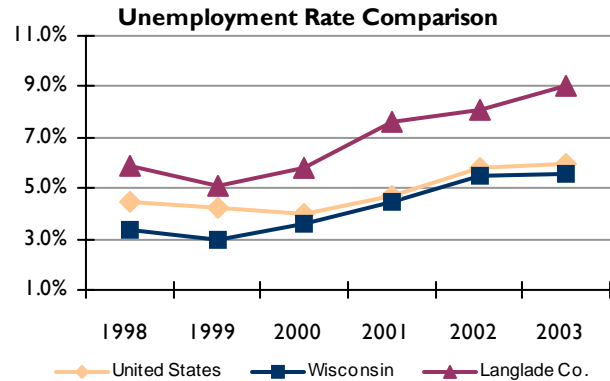
Labor force participation in Langlade County



Source: DWD, Office of Economic Advisors, July 2004

work. The group that does not participate usually includes retirees, students and at-home parents. In Langlade County, retirees are probably the most prominent segment of this group and analysis on pages 1-2 suggests that retirees will become more a prominent cohort in years to come.

The unemployment rate graph below shows that Langlade County's rates track the state's rates, albeit at higher levels. The county saw more encouraging rates in the second half of 2003 and first half of 2004 than it had seen in the first half of 2003.



Langlade County Civilian Labor Force Data

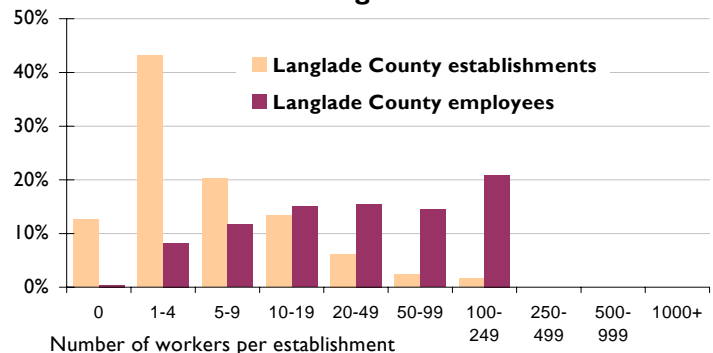
	1998	1999	2000	2001	2002	2003
Labor Force	9,438	9,119	9,403	9,691	9,793	9,871
Employed	8,881	8,650	8,858	8,955	9,002	8,985
Unemployed	557	469	545	736	791	886
Unemployment Rate	5.9%	5.1%	5.8%	7.6%	8.1%	9.0%

Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Establishments by Size

Roughly 681 establishments reported operations in Langlade County and 432 of them reported 9 or fewer employees. The lighter set of bars in the graph shows that the 1-4 employee size class and the 5-9 employee size class together account for just over 63 percent of the reporting establishments. Meanwhile, approximately 24 percent of establishments belong in the four size classes between 10 employees and 249 employees. This contrasts sharply with the darker set of bars, which shows that just 20 percent of the jobs were with establishments in the 1-4 and 5-9 employee size classes, and nearly 66 percent of jobs were with establishments in the four size classes between 10 employees and 249 employees.

Share of establishments & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industries & employers by size

Listed in the middle of the page, the top 10 industries in Langlade County accounted for roughly half of the jobs in the county. With an average of 12 workers per establishment, the food services and drinking places industry sector has a far lower worker density than general merchandise stores, which average 76 workers per establishment.

Listed in the table in the middle of the page, Langlade County's 10 largest employers account for about 29 percent of the jobs in the county. As growth in the retirement-aged population outpaces growth in the school-aged population or the working-age population, the two publicly funded employers may find it increasingly difficult to maintain staffing levels, much less grow.

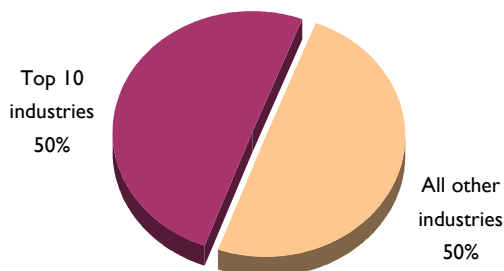
Top 10 Industries in Langlade County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Educational services	suppressed	suppressed	not avail.	not avail.
Food services & drinking places	52	590	64	-33
General merchandise stores	6	458	-32	249
Executive, legislative, & gen government	16	387	-9	-55
Hospitals	suppressed	suppressed	not avail.	not avail.
Wood product manufacturing	6	361	-1	-25
Machinery manufacturing	8	316	14	-85
Crop production	19	279	-22	16
Food & beverage stores	9	254	-5	-251
Nursing & residential care facilities	8	242	-18	not avail.

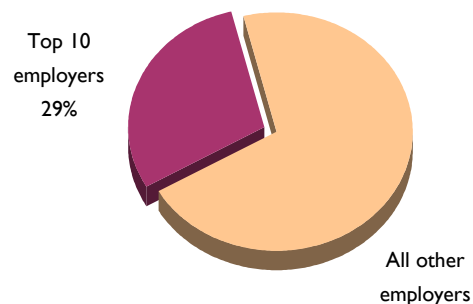
Top 10 Employers in Langlade County

Establishment	Product or Service	Size (Dec. 2003)
Unified School District of Antigo	Elementary and secondary schools	250-499 employees
Langlade Memorial Hospital	General medical and surgical hospitals	250-499 employees
Wal-Mart Associates Inc.	Discount department stores	100-249 employees
County of Langlade	Executive and legislative offices, combined	100-249 employees
Eastview Medical and Rehabilitation Center	Nursing care facilities	100-249 employees
Waukesha Bearings Corp.	Mechanical power transmission equipment mfg.	100-249 employees
Fleet Wholesale Supply Co. Inc.	Warehouse clubs and supercenters	100-249 employees
The Copps Corp.	Supermarkets and other grocery stores	100-249 employees
The Antigo Cheese Co.	Cheese manufacturing	100-249 employees
Amron LLC	Small arms ammunition manufacturing	100-249 employees

Share of jobs in top 10 industries in
Langlade County



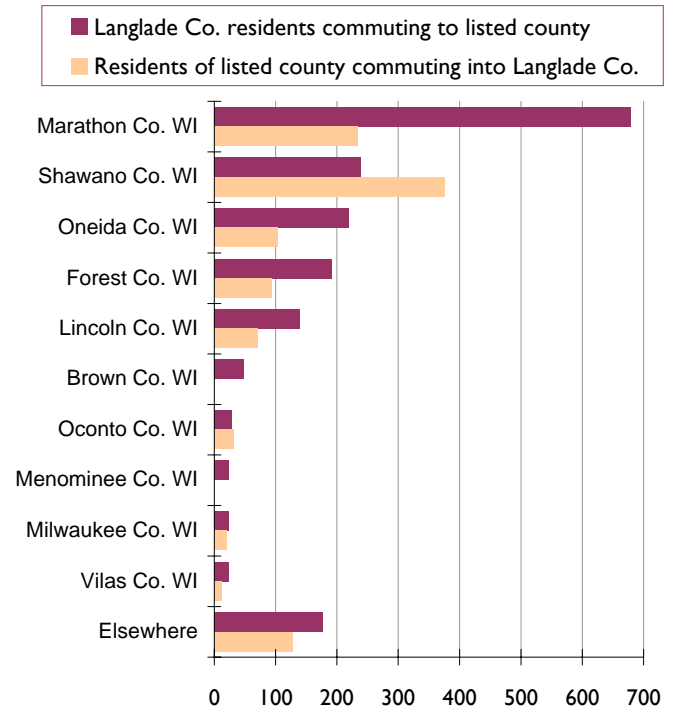
Share of Langlade County jobs with
top 10 employers



Source: DWD, Bureau of Workforce Information, Quarterly Census of Employment and Wages

Commuting

The 2000 Census reported approximately 1,795 Langlade County residents worked outside the county (about 19 percent of working residents). At the same time, roughly 1,070 workers from other counties commuted in (filling about 12 percent of jobs located in the county). Crossing a county line does not necessarily mean a longer commute than finding a job in the county. Nearly 67 percent of Langlade County's working residents traveled fewer than 20 minutes for work. The darker set of bars in the graph to the right shows that Langlade County sends more workers to Marathon County than to any other single county. The Census Bureau estimates that four-fifths of the workers traveling from Langlade to Marathon go to Wausau, a city whose population is nearly twice Langlade County's. Marathon's concentration of manufacturing jobs with high wages probably helps pull Langlade workers across the county line. The next largest flow of workers shown is from Shawano to Langlade, with about 84 percent coming in from Antigo.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

The table to the right lists some of the occupations with the greatest estimated employment in the Langlade County area. The range bracketed by the 25th percentile wage and the 75th percentile wage might be called a typical wage range because a quarter of the occupation's workers earn less, a quarter earn more and about half earn a wage somewhere in the range.

Those occupations requiring less training and education tend to see lower wages and narrower wage ranges (e.g. cashiers and waiters/waitresses). These factors contribute to turnover. Many well-paid technical and professional positions tend to congregate around groups of economic hubs such as headquarters and major operational centers. Rural areas tend to see less white collar work, as the table indicates.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Truck drivers, heavy & tractor-trailer	\$15.67	\$13.60	\$15.49	\$17.22
Cashiers	\$7.89	\$6.49	\$7.55	\$8.88
Waiters & waitresses	\$7.62	\$5.97	\$6.61	\$8.13
Retail salespersons	\$9.71	\$7.41	\$8.96	\$10.69
Maids & hskpg. cleaners	\$8.89	\$7.17	\$8.56	\$10.60
Office clerks, general	\$9.17	\$7.08	\$8.75	\$10.90
Nursing aides, orderlies, & attendants	\$9.81	\$8.60	\$9.79	\$11.02
Secretaries, except legal, medical, & executive	\$10.83	\$8.96	\$10.49	\$12.72
Comb. food prep. & serving workers (fast food)	\$7.51	\$6.18	\$7.26	\$8.69
Bookkeeping, accounting, & auditing clerks	\$11.73	\$9.34	\$11.19	\$13.73
Carpenters	\$13.48	\$10.44	\$12.98	\$16.04
Janitors & cleaners, except maids & hskpg. cleaners	\$9.79	\$7.35	\$9.09	\$11.90
Team assemblers	\$12.04	\$9.15	\$11.08	\$14.11
Laborers & freight, stock, & material movers, hand	\$9.60	\$8.35	\$9.66	\$10.75
Registered nurses	\$23.30	\$19.19	\$21.92	\$26.27
Bartenders	\$8.61	\$6.99	\$7.89	\$9.33
Sec. school teachers, except special & voc. ed.	-	-	-	-
General & operations managers	\$33.23	\$20.40	\$27.74	\$41.19
Elem. school teachers, except special ed.	-	-	-	-
Dishwashers	\$7.03	\$5.91	\$6.47	\$7.34

Langlade County is part of an area which includes Door, Florence, Forest, Green Lake, Kewaunee, Langlade, Marquette, Menominee, Oconto, Shawano and Waushara counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

Overall, Langlade County establishments reported paying just over 71 percent of Wisconsin's all-industries average wage. The table to the right shows that the manufacturing sector's average annual wage (\$28,350) was considerably higher than the county's all-industries average wage (\$23,776). The table and graph below show that manufacturing accounted for roughly 19 percent of the jobs and 23 percent of the total payroll in Langlade County. The trade, transportation and utilities group's average wage (\$21,982) masks wide differences in average annual wages of its component segments: wholesale trade (\$36,710), utilities (\$32,648), transportation and warehousing (\$26,220), and retail trade (\$18,538). To the extent that these disparate segments constitute one cohesive sector, the trade, transportation and utilities group, with 2,015 jobs and \$44.3 million in payroll, represented a bigger share of the local economy than any other sector. In terms of total employment (1,557) and total payroll (\$43.6 mil-

Average Annual Wage by Industry Division in 2003

	Average Annual Wage Wisconsin	Average Annual Wage Langlade County	Percent of Wisconsin	1-year % change
All Industries	\$ 33,423	\$ 23,776	71.1%	3.7%
Natural resources	\$ 25,723	\$ 21,865	85.0%	3.7%
Construction	\$ 40,228	\$ 29,091	72.3%	-1.4%
Manufacturing	\$ 42,013	\$ 28,350	67.5%	3.0%
Trade, Transportation, Utilities	\$ 28,896	\$ 21,982	76.1%	-0.5%
Information	\$ 39,175	\$ 26,277	67.1%	53.6%
Financial activities	\$ 42,946	\$ 22,498	52.4%	6.9%
Professional & Business Services	\$ 38,076	\$ 32,850	86.3%	19.4%
Education & Health	\$ 35,045	\$ 27,985	79.9%	1.9%
Leisure & Hospitality	\$ 12,002	\$ 8,821	73.5%	6.5%
Other services	\$ 19,710	\$ 15,939	80.9%	0.0%
Public Administration	\$ 35,689	\$ 26,758	75.0%	4.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

lion), the education and health segment was the second-largest in the county. While the educational services segment paid a higher average annual wage (\$30,137) than the health care and social assistance segment (\$26,584), the former segment employed fewer people (614) than the latter (943). Demographic analysis from pages 1-2 suggests that demand for the health care and social assistance may grow faster than demand for educational services.

2003 Employment and Wage Distribution by Industry in Langlade County

	Employment Annual average	1-year change	Total Payroll	
Natural Resources	504	23	\$ 11,020,045	
Construction	270	5	\$ 7,854,679	
Manufacturing	1,478	-54	\$ 41,900,852	
Trade, Transportation, Utilities	2,015	14	\$ 44,293,744	
Information	87	-10	\$ 2,286,073	
Financial Activities	269	3	\$ 6,052,079	
Professional & Business Services	172	-4	\$ 5,650,135	
Education & Health	1,557	5	\$ 43,572,412	
Leisure & Hospitality	748	-109	\$ 6,597,962	
Other services	229	-14	\$ 3,650,114	
Public Administration	462	-14	\$ 12,362,000	
Not assigned	0	0	0	
All Industries	7,791	-155	\$185,240,095	

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

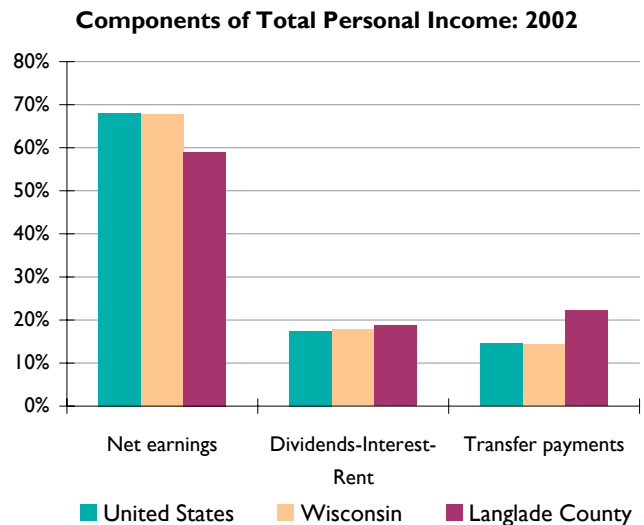
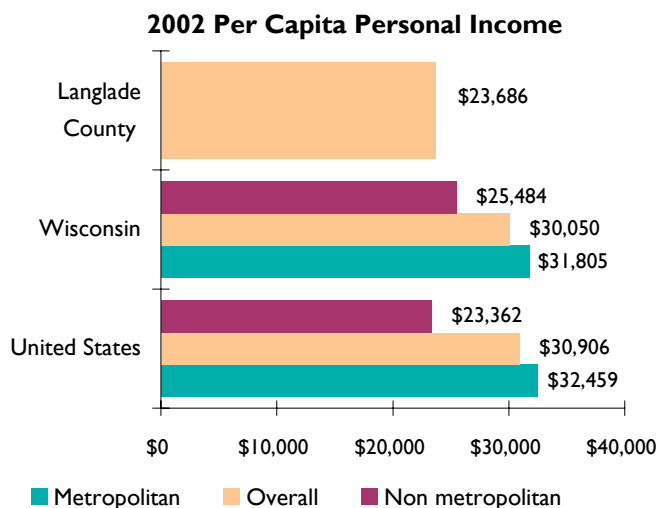
Per Capita Personal Income

In 2002, Langlade County's per capita personal income (\$23,686) was below non-metropolitan Wisconsin's PCPI (\$25,484) and the national non-metropolitan PCPI (\$23,362). Between 1997 and 2002, Langlade's PCPI growth (27.0%) exceeded Wisconsin's (22.6%) and the nation's (22.0%). PCPI estimates beginning in 1969 have never shown a proportional gap between Langlade County PCPI and non-metropolitan Wisconsin PCPI as small as the current gap (7%). In 2001, inflation outpaced state and national PCPI growth.

Growth in PCPI relates to demographic shifts discussed on pages 1-2. As a greater share of the population enters retirement, more residents rely on transfer payments (such as Social Security) and fewer have net earnings (typically associated with employment). Transfer payments are not likely to grow as fast as net earnings. Households with substantial investment income (dividends, interest or rent, including retirement or pension plans) are more likely to consider warmer climates for retirement, so PCPI growth may slow.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Langlade County	\$18,655	\$19,709	\$20,552	\$21,950	\$22,655	\$23,686	4.5%	27.0%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Langlade County	\$20,910	\$21,752	\$22,192	\$22,931	\$23,014	\$23,686	2.9%	13.3%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The author of this profile and regional contact for additional labor market information is:

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email: Dan.Barroilhet@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.